

Public Art & Cultural Commission **2013** Annual Report

The Public Art & Cultural Commission meets the fourth Thursday of each month at 4:00pm in the first floor conference room of City Hall.

Mission

The Commission works to facilitate public art in public buildings and public spaces; engage the creative sector as a major attraction for artists, cultural tourism, and economic development; encourage public confidence for and appreciation of the arts in Asheville; build partnerships and collaborations throughout Asheville's creative community; and aid in strengthening the organizational structure of public and cultural arts delivery.

Key Accomplishments

Public Art Maintenance Plan

- Urban Trail #15 (Market Place) – board discussed redesign and removal from bench based on a presentation by APD on public safety issues. It was made a maintenance priority for the FY13 or FY14. Bench was eventually removed, shortened and re-installed. Work to redesign the station will commence in 2014.
- Discussion regarding Guastivino's Monument – evaluation and identification of relocation considerations.
- Urban Trail Plaque Spring Cleaning – volunteers cleaned 15 stations that completed the plaque cleaning that began in fall 2012.
- Urban Trail "Appalachian Station" was taken off display during the U.S. Cellular Center renovations and was cleaned and the artwork restored. It was re-installed in September following renovation completion at the U.S. Cellular Center.
- Completed repair to *Left of Center* railing in Pack Square Park.

Public Art Acquisitions

- **Magnolia Park mural** was completed by artist Julie Armbruster and donated to the City as temporary public art.
- **Triangle Park mural** led by the Asheville Design Center and mural artist Molly MUST was completed with the use of N.C. Arts Council Grassroots Grant. Asheville Design Center unveiled the mural on May 18th. The Asheville Design Center is leading a project to install a splash guard along the bottom of the mural.
- **U.S. Cellular Center art work terrazzo floor, *Rhythm of Time* by Joan Weissman** was completed in October with a final gloss coating added in December.
- The **51 Biltmore Public Art Project** kicked off for a call for artist and selection of the top artist finalist by the Selection Panel. The project is expected to be complete in late summer 2014. Once complete, the artwork will be located on the north side of the public parking garage next to the Aloft Hotel located at 51 Biltmore Avenue.

Upcoming Public Art Projects with CIP Funding

These projects show the City's continued commitment to the one percent (0.01%) toward eligible capital projects for the acquisition and commission of new works of site-specific art in public building and public places. There four (4) future projects through the Capital Improvement Plan in which new artwork will be acquired:

- WNC Nature Center's Entrance Gate
- Beaucatcher Greenway
- Town Branch Greenway
- Clingman Forest Greenway

This signifies the most new art acquisition the City has seen since the completion of the Urban Trail. The art components of the greenways will be determined once the construction design is complete. Commission members volunteered and were appointed to review panels for new artwork development at these locations.

Creative Sector Summit

- PACC members participated in the 3-day summit held in March. PACC Commissioner, Gywnne Rukenbrod, was appointed by the board to assist/serve on the review panel for the 2014 National Endowment for the Arts Our Town Grant. Additional commission members, Julie Calhoun-Roepnack and Jennifer Gordon also volunteered to assist.

Presentations

- Robert Todd, Chair, presented the Commission's 2012 annual report to City Council on March 12th. He addressed the mission of PACC, elements of the master plan that PACC is tasked with showing examples of how PACC meets those elements. There will be a list of goals that show some upcoming projects.

Board Profile and Operations

- Aligned chair and vice chair terms to end with the fiscal year along with board terms. Current chair and vice chair terms were extended and will end June 2014.
- Finalized guidelines and procedures for PACC sub committees which include: Advocacy (ad hoc), Community Engagement and Partnership (two were combined), Education (chair also appointed to this subcommittee which had been vacant) and Urban Trail Subcommittee – Mar, Apr, and Sept
- Chair attended joint Boards & Commission Luncheon with a focus of discussing the city's budget challenges and to encourage all members of boards and commissions to reach out to each other for assistance and suggested all boards and commission chairs meet once a year.
- Chair and Vice Chair attended City Town Hall meeting discussing city budget challenges with feedback from the public on options for budget expense cuts and ways to raise revenue.
- Nominating committee formed (April) with the purpose of nominating a new chair and vice chair (Honor and Julie appointed by the board). Chair and Vice Chair nominations presented to board for vote. Terms to end June 2014.
- Jennifer Gordon (June) and Honor Moor (August) board terms ended, and they were recognized for their years of service to the citizens of Asheville.
- PACC vacancies filled with new members Victor Palimino (August) and Constance Richards (September)
- PACC representatives attended the Destination Development Summit (December)

Board Roster at the close of 2013

Robert Todd, Chair
Gulliermo Rodriguez, Vice Chair
Leslie Klingner
Gwynne Rukenbrod
Jaan Ferree

Constance Richards
Victor Palomino
Sharon Trammel
Julie Calhoun-Roepnack
Gordon Smith, City Council Liaison

Transition of Public Art and Cultural Events

- Funding for festival operations was eliminated with the FY14 budget. Festival staff positions restructured within the Parks, Recreation & Cultural Arts Dept. (PRCA).
- The Easel Rider Mobile Art Lab was operated via a lease agreement and memorandum of understanding with LEAF in Schools who will operate in the East Asheville Recreation Center.
- Events were restructured and transitioned to the Office of Economic Development with a position established to work on event permitting along with evaluation of key city events – Easter Celebration, Memorial Day, 4th of July and new signature event for Asheville all with a focus on public/private partnership.
- Public art acquisition remains with PRCA while art acquisition responsibilities transitioned to Economic Development as well. An additional position will lead this effort along with staffing PACC which now functions under Economic Development.
- The Office of Economic Development staff attended the October meeting to introduce themselves and discuss their job functions and how they relate to the mission of PACC and the next steps for public art.